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FISCAL IMPACT REPORT

ORIGINAL DATE 2/21/07

SPONSOR Cravens LAST UPDATED _____ HB _____

SHORT TITLE Alcohol Advertisement to Youth Task Force SB SJM 58

ANALYST Guambaña

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY07	FY08	FY09	3 Year Total Cost	Recurring or Non-Rec	Fund Affected
Total		\$0.1			Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

SUMMARY

Synopsis of Bill

Senate Joint Memorial 58 requests the creation of a Task Force to study the effects of alcohol advertisements on youth and to recommend constitutionally valid methods of restricting youth exposure to alcohol advertisements.

SIGNIFICANT ISSUES

Senate Joint Memorial 58 requests that:

- The Director of the Alcohol and Gaming Division of the Regulation and Licensing Department assemble and chair a task force to study the relationship between youth exposure to alcohol advertising and access to and consumption of alcohol, and thereby recommend methods of restricting youth exposure to alcohol advertising;
- The task force include a member of the Children's Cabinet and representatives from the attorney general's office, the Department of Health, the Children Youth and Families Department, the Public Education Department, the Commission on Higher Education, the New Mexico Parent Teacher Association, Mothers Against Drunk Driving and other relevant and interested groups;
- The task force study other states' alcohol advertising laws and their current status, model policies and best practices and recommend ways of applying best practices in New Mexico;
- The task force examines the alcohol industry's sponsorship of community events where children are present and suggest constitutionally valid methods of restricting alcohol industry sponsorship and signage at community events;

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- The task force study and recommend constitutionally defensible restrictions on alcohol advertising and sponsorship in state publications and on state owned and state-leased lands, including state universities, college campuses, state parks, public buildings and state sponsored civic events;
- The task force study and recommend regulation of billboard and other forms of outdoor advertising of alcoholic beverages;
- The task force analyzes and determines what authority state governments may have to protect youth by restricting the placement of alcohol advertising in media with disproportionately large youth audiences;
- The Director of Alcohol and Gaming report to the interim legislative Health and Human Services Committee no later than November 2007 regarding the study and recommendations of the task force; and
- That copies of this memorial be transmitted to the Director of the Alcohol and Gaming Division of the Regulation and Licensing Department.

Senate Joint Memorial maintains that:

- Each day more than seven thousand children in the United States under age sixteen take their first drink, three teens die from drinking and driving, and at least six more die from other alcohol-related causes;
- Underage drinking costs in the United States totals \$53,000,000,000 a year in medical care, lost productivity and pain and suffering of young drinkers;
- Approximately one-third of high school seniors engage in heavy episodic or binge drinking, increasing the probability of alcohol-induced brain damage and alcohol dependence later in life;
- Youths who drink alcohol are more likely to experience educational, social and legal problems and are at a higher risk for suicide and homicide;
- A *USA Today* survey found that teens say alcohol ads have a greater influence on the desire to drink in general than on the desire to buy a particular brand;
- A study published in the *Journal of the American Medical Association* found that the number of beer and distilled spirits ads increases per a magazine's youth readership;
- A study of children ages nine to eleven found that children were more familiar with Budweiser's television frogs than Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers or Smokey Bear;
- The Institute of Medicine has called for reforms on the alcohol industry's advertising to those audiences known to include a significant number of children or teens;
- The Institute of Medicine has called on the U.S. Department of Health and Human Services to monitor alcohol advertising and report its findings to Congress and the public;
- The city of Philadelphia unanimously passed an ordinance banning future alcohol advertising on city-owned property, and the state of Ohio adopted a rule prohibiting alcohol advertising on billboards within five hundred feet of schools, parks and churches; and
- The National Association of Attorney Generals created the Youth Access to Alcohol Task Force to reduce underage drinking, to study youth exposure to alcohol advertising, and to educate state attorney generals on ways to reduce access to alcohol by youth and change social norms about underage drinking.

FISCAL IMPLICATIONS

Although Senate Joint Memorial 58 submits no appropriation request, the creation of a Task Force implies a recurring fiscal impact of an indeterminate amount to the General Fund.

AG/csd